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9 April 1953

TO: Deputy Director (Administration)

FROM: Special Assistant to Deputy Director (Administration)

1. PROBLEM.--Advisability of continuance of film presentations by the Graphics Register Division, Office of Collection and Dissemination.

2. FACTS BEARING ON THE PROBLEM.--

a. On the basis of a recommendation by the Advisor for Management in June, 1951, that this program be reviewed (Tab A and Tab B), the Director of Training completed a study and, in September, 1951, ordered that it be continued.

b. Cost of operation in fiscal year 1952 was approximately \$118,000, of which \$35,000 was for salaries and \$83,000 for procurement or rental of films, equipment, travel, and the like. These figures do not, of course, include the indirect cost, such as cost of time of employees attending, etc.

c. The following statistics give attendance figures for the calendar year 1952:

CIA Personnel in Attendance	1,881
IAC Personnel in Attendance	660
Total Attendance	<u>2,541</u>
Average Attendance per Presentation	24

3. DISCUSSION.--The Deputy Director (Intelligence), through Mr. [REDACTED], 25X1A9a states that that office is properly fulfilling its responsibility for the proper use of manpower through film presentation, which, in their opinion, constitutes an effective way of disseminating intelligence information to the analysts. A film is presented only if (1) it has been specifically requested by one of the CIA offices or IAC agencies, or (2) if it meets a standing requirement received from one of the CIA offices or IAC agencies. There has been no effort to determine the intelligence value of each film to the individual spectator. The Deputy Director (Intelligence) recommends against such a survey, feeling that the time and manpower necessary should be expended at the present for other purposes.

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4. CONCLUSIONS.--

a. The real worth of this program cannot be fully determined until a complete management survey has been made of its real value to individual spectators.

b. Such a survey should not be undertaken without the concurrence of the Deputy Director (Intelligence), who recommends against it.

c. Without such a survey the Deputy Director (Administration) does not have sufficient cause, evidence, or authority to discontinue this program.

5. ACTION RECOMMENDED.--Continuance of film presentations by the Graphics Register Division at this time.



25X1A9a

Special Assistant to
Deputy Director
(Administration)

Approved (~~disapproved~~), exceptions, if any:



10 April 53
Deputy Director (Administration)

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